

1 of 4

Rep Firm) PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$185.00	09/12-09/14	3	1	3	\$555.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$185.00	09/17-09/18	2	1	2	\$370.00	
		Buyline Comment: NEWS										
	3	M-TU	6A-7A	NEWS	:30	\$450.00	09/17-09/18	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$450.00	09/12-09/14	3	1	3	\$1,350.00	
		Buyline Comment: NEWS										
	5	W-F	7A-9A		:30	\$550.00	09/12-09/14	3	1	3	\$1,650.00	
		Buyline Comment: TODAY										
	6	M-TU	7A-9A		:30	\$550.00	09/17-09/18	2	1	2	\$1,100.00	
		Buyline Comment: TODAY										
	7	TU	9A-10A		:30	\$200.00	09/18-09/18	1	1	1	\$200.00	
		Buyline Comment: TODAY II										
	8	W-F	9A-10A		:30	\$200.00	09/12-09/14	2	1	2	\$400.00	
		Buyline Comment: TODAY II										
	9	W-F	10A-11A		:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
		Buyline Comment: TODAY III										
	10	M-TU	10A-11A		:30	\$200.00	09/17-09/18	2	1	2	\$400.00	
		Buyline Comment: TODAY III										

Rep Order# 6832078 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 104411

Printed: 07/18/2012 10:35 AM
Last Received: 07/12/2012 4:05 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	12P-1230P	NEWS	:30	\$275.00	09/17-09/18	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	12	W-F	12P-1230P	NEWS	:30	\$275.00	09/12-09/14	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	13	W-F	3P-4P	PHIL	:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: PHIL								
	14	M-TU	3P-4P	PHIL	:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: PHIL								
	15	M-TU	4P-430P	NEWS	:30	\$350.00	09/17-09/18	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	16	W-F	4P-430P	NEWS	:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
				Buyline Comment: NEWS								
	17	W-F	430P-5P	NEWS	:30	\$450.00	09/12-09/14	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	18	M-TU	430P-5P	NEWS	:30	\$450.00	09/17-09/18	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	19	M-TU	5P-630P	NEWS	:30	\$725.00	09/17-09/18	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
	20	W-F	5P-630P	NEWS	:30	\$725.00	09/12-09/14	6	1	6	\$4,350.00	
				Buyline Comment: NEWS								
	21	W-F	630P-7P	NEWS	:30	\$725.00	09/12-09/14	3	1	3	\$2,175.00	
				Buyline Comment: JEP								

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
 Advertiser () HELLER FOR SENATE 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
 Product HELLER FOR SENATE WASHINGTON, DC 20007 Salesperson ()
 Estimate# NEIL WILLIAMS Agency C/P1/P2/E 09/12/2012 - 09/18/2012 Salesperson Phone# 215-568-6540
 Buyer NEIL WILLIAMS Flight Dates Salesperson FAX# 215-568-1845
 Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M-TU	630P-7P		:30	\$725.00	09/17-09/18	2	1	2	\$1,450.00	
				Buyline Comment: JEP								
	23	M-TU	7P-730P		:30	\$725.00	09/17-09/18	2	1	2	\$1,450.00	
				Buyline Comment: WHEEL								
	24	W-F	7P-730P		:30	\$725.00	09/12-09/14	3	1	3	\$2,175.00	
				Buyline Comment: WHEEL								
	25	W-F	730P-8P		:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
				Buyline Comment: FACE								
	26	M-TU	730P-8P		:30	\$400.00	09/17-09/18	2	1	2	\$800.00	
				Buyline Comment: FACE								
	27	TH	11P-1135P		:30	\$750.00	09/13-09/13	1	1	1	\$750.00	
				Buyline Comment: NEWS								
	28	M	11P-1135P		:30	\$750.00	09/17-09/17	1	1	1	\$750.00	
				Buyline Comment: NEWS								
	29	SA-SU	11P-1135P		:30	\$750.00	09/15-09/16	2	1	2	\$1,500.00	
				Buyline Comment: NEWS								
	30	SA	6A-7A		:30	\$200.00	09/15-09/15	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	31	SA	5P-630P		:30	\$350.00	09/15-09/15	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	32	SU	7A-8A		:30	\$625.00	09/16-09/16	1	1	1	\$625.00	
				Buyline Comment: SUN TODAY								

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 Estimate# Buyer NEIL WILLIAMS Agency C/P1/P2/E Flight Dates 09/12/2012 - 09/18/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	SU	5P-830P		:30	\$8,000.00	09/16-09/16	1	1	1	\$8,000.00	
	Buyline Comment: SNF											
	34	SU	1130P-12A		:30	\$200.00	09/16-09/16	1	1	1	\$200.00	
	Buyline Comment: SPORTS NIGHT											

---REPORT TOTALS---
 Report Totals: 78 / \$43,625.00

---SALES MONTHLY TOTALS---
 Sep 12: 78 / \$43,625.00
 Sales Totals: 78 / \$43,625.00
 Station Totals: 78 / \$43,625.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$150,431	CATV	0%	KBIR	0%	KINC	0%	KLAS	26%	KSNV	29%
		KTNV	18%	KTUD	1%	KVCW	1%	KVMY	1%	KVVU	24%
		XXXX	0%								

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES
 Books NOV12
 Demos RA35+

---CREDIT RISK---
 CASH IN ADVANCE